

REQUEST FOR PROPOSALS DESIGN FOR

Pocket Guides to the Captain John Smith Chesapeake National Historic Trail and the James River Segment of the Captain John Smith Chesapeake National Historic Trail

The Maryland Historical Trust, with the National Park Service, invites interested and qualified individuals and firms to submit proposals for the design of two full-color map and guides inviting the public to explore visitor destinations associated with the overall Captain John Smith Chesapeake National Historic Trail and with the James River Segment of the National Historic Trail.

I. Introduction

The Maryland Historical Trust (MHT) has received a grant from the National Park Service (NPS) to develop two printed and widely distributed heritage tourism travel guide and history publications known as pocket guides. The first - *Pocket Guide to the Captain John Smith Chesapeake National Historic Trail* – will result in a fold-out map and guide that will serve the interpretive needs and objectives of historical museums, societies and parks in the Chesapeake Bay watershed as they help tell the stories along the Captain John Smith Chesapeake National Historic Trail. The second – *Pocket Guide to the James River Segment of the Captain John Smith Chesapeake National Historic Trail* – will result in a fold-out map and guide that will serve the interpretive needs and objectives of historical museums, societies, parks and outfitters along the James River from Richmond to the Bay as they help tell the stories of the Captain John Smith Chesapeake National Historic Trail.

Both pocket guides will use historical and travel content, images, and maps formatted in an easy-to-use fold-out guide describing the best places to visit on the trail to learn about Captain John Smith's voyages, and the Indians and natural environment he encountered. The pocket guides will be available at no cost at partner sites and information distribution centers along the trail. They will also be available to download online. The pocket guides produced by this project will be in the public domain.

Both pocket guides will be full-color and will be designed using the NPS Unigrid brochure template. In addition, they will be designed to be available as pdfs in a web ready format which can be posted online such that users may manipulate the pocket guide from their browser or print them out as 8.5" by 11" hard copy documents.

It is the intention of this project that the final print-ready files resulting from this contract be the result of an evolutionary design process that engages the project author, historian, cartographer and MHT and NPS representatives at the very beginning of the content outline process. The objective is to gain approval for the overall pocket guide plan before making significant investments of time and resources.

II. Specifications and Scope of Services

A. The specifications for the publications are projected as follows:

1. The pocket guides will be designed based on the B6 (23-7/16" x 16-9/16" trimmed, double-sided, and accordion folded) Unigrid master template which will be furnished by NPS to the contractor. A map of the entire national historic trail will serve as a main graphic for the *Pocket Guide to the Captain John Smith Chesapeake National Historic Trail*.
2. The pocket guides will be printed in full color.
3. Print run for the *Pocket Guide to the Captain John Smith Chesapeake National Historic Trail* is currently anticipated at 100,000 copies; print run for the *Pocket Guide to the James River Segment of the Captain John Smith Chesapeake National Historic Trail* is currently anticipated at 40,000 copies.
4. Pocket guide illustrations are expected to include photographs and a trail wide map.
5. Pocket guide maps will be provided to the designer in the form of a finished map file to the trim. The maps will already be layered by the cartographer.
6. Pocket guide final products must also be provided as pdfs in a web ready format which can be posted online such that users may manipulate the pocket guides from their browser by zooming in and out or print them out as 8.5" by 11" hard copy documents.

B. The consultant will provide the following services (**please itemize prices for each service**, if possible) for each pocket guide:

1. Coordination of all design and production activities with printer, author, cartographer, and representatives of MHT and NPS as appropriate.
2. Presentation of up to three design concepts for each pocket guide to MHT for consideration before the final design is selected for development. The designs will consist of the complete map and guide layout, integrating text and images as appropriate. *Please indicate how your quote would change, if at all, if only two design concepts per pocket guide were required.*
3. Submission of two sets of page proofs to MHT for each pocket guide and making revisions as required by MHT during project reviews.
4. Development of printing specifications for each pocket guide. MHT will be responsible for solicitation and selection of printer.
5. Submission of printer-ready digital file(s) in a format acceptable to the selected printer for each pocket guide.
6. Review of printer's proofs prior to production for each pocket guide.
7. Provide pocket guides as pdfs in a web ready format which can be posted online such that users may manipulate the pocket guides from their browser by zooming in and out or print them out as 8.5" by 11" hard copy documents. *Please indicate if you work in adobe suite software.*

8. Consultations as required to successfully complete the project. See Section C.2.; approximately 11 meetings in the Baltimore/Annapolis area may be required. It is likely that most, if not all of these meetings will be carried out by teleconference. *Please indicate how your quote would change, if at all, if some meetings were conducted in person rather than by teleconference.*

C. Timetable (see Attachment A) and additional provisions:

1. The consultant will meet with the project author, mapmaker and other members of the Working Group the week of February 9, 2015 in the Baltimore/Annapolis area. A teleconference may substitute for an in-person meeting.
2. The consultant must attend approximately 11 other meetings (in person or by teleconference) with the Working Group during the contract period in the Baltimore/Annapolis area.
3. The consultant will notify the author as soon as possible by e-mail of all image quality problems with any graphic file or print.
4. The author's work will be complete and all materials conveyed to the designer the week of March 16, 2015 for the *Pocket Guide to the Captain John Smith Chesapeake National Historic Trail*.
5. The publication design must be submitted to the selected printer no later than the week of April 27, 2015 for the *Pocket Guide to the Captain John Smith Chesapeake National Historic Trail*.
6. The author's work will be complete and all materials conveyed to the designer the week of May 11, 2015 for the *James River Segment Pocket Guide to the Captain John Smith Chesapeake National Historic Trail*.
7. The publication design must be submitted to the selected printer no later than the week of June 15, 2015 for the *James River Segment Pocket Guide to the Captain John Smith Chesapeake National Historic Trail*.

II. Qualifications

The consultant must possess the demonstrated ability to produce a high-quality fold-out map and guide. The consultant must have prior experience in the design of full-color historical, architectural and/or heritage publications for a general audience. In addition, the consultant must have experience with the reproduction of original artwork for publication. Experience with the NPS Unigrid brochure template is a plus.

III. Selection Criteria

The selection of the consultant will be based upon the following factors that should be addressed in the proposal:

1. Professional qualifications and experience.
2. Quality of design samples submitted.

3. Prior experience with comparable projects involving historical, architectural and/or heritage publications as well as the reproduction of original artwork for publication.
4. Ability to complete the project within the time allotted.

The total length of the proposal should not exceed three (3) pages, excluding the bid sheet (Attachment B) and appendices. Please limit resumes and information on other projects completed by the consultant to those persons who would be directly involved in this project, and to projects that are similar to this one. Submit resumes and similar project descriptions as appendices to the three-page proposal. Include at least two samples of relevant work. Samples will be returned on request.

Following submission and review of proposals, personal interviews may be scheduled. However, an award could be made directly to a consultant whose proposal is believed to be the most advantageous to MHT.

II. Proposal Submittal

Submit one copy of the complete proposal to Evelyn Cohen, Procurement Officer, Maryland Historical Trust, 100 Community Place, Crownsville, MD 21032 to arrive no later than 4:30 p.m. on February 4, 2015. Proposals received at MHT offices after that time will not be accepted.

The proposal must include the name, address, telephone number and email of the person in the firm to contact for further information and/or notification of the project award. The Maryland Historical Trust is not liable for any costs incurred by any consultant in preparation of a proposal.

Direct inquiries regarding the project to Elizabeth Hughes, Maryland Historical Trust, 410-514-7604 or elizabeth.hughes@maryland.gov. Direct questions regarding procurement to Evelyn Cohen, MHT, 410-514-7615 or evie.cohen@maryland.gov.

Attachment A: Project Timetable

DATE	CAJO Pocket Guide Product	James River Segment Pocket Guide Product
Week of February 2, 2015	Working Group selects designer.	
Week of February 9, 2015 MEETING	Author submits content outline including list of images to be included in pocket guide and list of sites to be identified on maps to Working Group for review. Working group meets with author, cartographer, and designer to review and approve. Designer provides image requirements to author and cartographer. Working group discusses printer procurement.	
Week of February 16, 2015	Author submits first draft of CAJO manuscript for review. Cartographer submits first draft of map for review. Working group reviews submittals and provides comments.	
Week of February 23, 2015 MEETING	Working group meets with author, cartographer, and designer to review comments on first draft of manuscript and map.	
Week of March 2, 2015	Submittal of second draft of CAJO manuscript for review. Submittal of second draft of map for review. Designer submits 3 conceptual designs for CAJO pocket guide for review. Working group reviews submittals and provides comments.	
Week of March 9, 2015 MEETING	Working group meets with author, cartographer, and designer to review comments on second draft of manuscript and map. Working group selects design concept for development.	
Week of March 16, 2015	CAJO manuscript complete; permissions for all images in hand; all images and text forwarded to designer. Map complete and forwarded to designer. Designer provides pocket guide specifications for printer to MHT. MHT begins printer procurement process.	Work on the James River Segment pocket guide begins for author and cartographer.
Week of March 30, 2015	Designer submits first draft of design for CAJO pocket guide to Working Group for review. Working group reviews submittal and provides comments.	Author submits content outline including list of images to be included in James River Segment and list of sites to be identified on map to Working Group for review.
Week of April 6, 2015 MEETING	Working group meets with author, cartographer, and designer to review first draft of CAJO design.	Working group meets with author, cartographer, and designer to review content outline for James River segment pocket guide.
Week of April 13, 2015	Designer submits second draft of design to Working Group for review.	Author submits first draft of James River Segment manuscript for review. Cartographer submits first draft of map for review. Working group reviews submittal and provides comments.
Week of April 20, 2015 MEETING	Working group meets with author, cartographer, and designer to review second draft of CAJO design. Working Group selects printer for both CAJO and James River Segment	Working group meets with author, cartographer, and designer to review first draft of James River segment manuscript and map.

	Pocket Guides.	
Week of April 27, 2015	CAJO design complete in camera-ready format for submission to printer.	Submittal of second draft of James River Segment manuscript for review. Submittal of second draft of map for review.
Week of May 4, 2015 MEETING	Printer provides blueprint for review by designer and Working Group.	Designer submits 3 conceptual designs for James River Segment Pocket Guide for review. Working group reviews submittals.
Week of May 11, 2015 MEETING	Working Group meets to discuss comments on CAJO blueprint for printer. Revisions forwarded to printer.	Working group meets with author, cartographer, and designer to review second draft of James River Segment manuscript and map and selects conceptual design for development.
Week May 18, 2015	Working Group reviews and approves final CAJO blueprint. Printer given approval to print.	James River Segment manuscript complete; permissions for all images in hand; all images and text forwarded to designer; Map complete and forwarded to designer
Week of May 25, 2015 MEETING	CAJO Pocket Guides delivered by printer.	Designer submits first draft of design for James River Segment to Working Group for review. Working group reviews submittal and provides comments.
Week of June 1, 2015		Working group meets with author, cartographer, and designer to review first draft of design for James River Segment.
Week of June 8, 2015 MEETING		Designer submits second draft of design for James River Segment to Working Group for review. Working group reviews submittal and provides comments.
Week of June 15, 2015		Working group meets with author, cartographer, and designer to review second draft of James River Segment design.
Week of June 22, 2015		James River Segment design complete in camera-ready format for submission to printer.
Week of June 29, 2015 MEETING		Printer provides blueprint for James River Segment for review by designer and Working Group.
Week of July 6, 2015 MEETING		Working Group meets to discuss comments on blueprint for printer. Revisions forwarded to printer.
Week of July 13, 2015		Working Group reviews and approves final blueprint. Printer given approval to print.
		James River Segment Pocket Guides delivered by printer.

Attachment B: Bid Sheet
Pocket Guide to CAJO and James River Segment Pocket Guide

Vendor Name:

Work Items	Cost per item	Clarifying Comments
1. Coordination of all design and production activities with printer, author, map maker, and representatives of MHT and NPS as appropriate.		
2. Presentation of up to three design concepts for each pocket guide to MHT for consideration before the final design is selected for development. The designs will consist of the complete map and guide layout, integrating text and images as appropriate. <i>Please indicate how your quote would change, if at all, if only two design concepts per pocket guide were required</i>		
3. Submission of two sets of page proofs to MHT for each pocket guide and making revisions as required by MHT during project reviews.		
4. Development of printing specifications for each pocket guide. (MHT will be responsible for solicitation and selection of printer.)		
5. Submission of printer-ready digital file(s) for each pocket guide in a format acceptable to the selected printer.		
6. Review of printer's proofs prior to production for each pocket guide.		
7. Provide each pocket guide as a pdf in a web ready format which can be posted online such that users may manipulate the pocket guides from their browser or print them out as an 8.5" by 11" hard copy document.		
8. Consultations as required to successfully complete the project. Approximately 11 meetings in the Baltimore/Annapolis area may be required. It is likely that most, if not all of these meetings will be carried out by teleconference. <i>Please indicate how your quote would change, if at all, if some meetings were conducted in person rather than by teleconference.</i>		
TOTAL:		